

The listing of claims will replace all prior versions, and listings, of claims in the application.

1-12. (Cancelled).

13. (Currently Amended) A telecommunications advertising system, comprising:  
an advertisement database that stores subscriber specific or third party advertisements;  
and

a processor coupled with the advertisement database, the processor configured to:

~~selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with a destination of an incoming communication and to route the associated advertisement to the destination,~~

selectively associate, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, at least one advertisement in the advertisement database with a source of the incoming communication and with a destination of the incoming communication, ~~and~~

cause at least one advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication,

cause the at least one advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source, and

cause the ringback signal to continue to be applied to the source until after the advertisement applied to the destination is complete, at which time the source and destination can be connected.

14-32. (Cancelled).

33. (Currently Amended) The telecommunications advertising system of claim ~~57~~13, wherein the processor is further configured to cause the advertisement associated with the source to replace a dial tone that would normally be routed to the source.

34. (Cancelled)

35. (Currently Amended) The telecommunications advertising system of claim ~~57~~13, wherein the processor is further configured to cause the advertisement associated with the source to be routed to the source prior to connecting the source with the destination.

36. (Currently Amended) The telecommunications advertising system of claim ~~57~~13, wherein the processor is further configured to cause ~~the~~ at least one advertisement associated with the source to be routed to the source just prior to a dial tone being routed to the source.

37. (Cancelled)

38. (Currently Amended) The telecommunications advertising system of claim ~~58~~13, wherein the processor is further configured to cause ~~the~~ at least one advertisement associated with the source to be routed to the source when the advertisement associated with the destination is routed to the destination.

39. (Currently Amended). The telecommunications advertising system of claim 38, wherein at least one advertisement associated with the source and the advertisement associated with the destination last the same amount of time.

40. (Currently Amended) The telecommunications advertising system of claim ~~57~~13, further comprising a switching center interfaced with the source, and wherein the processor comprises part of the switching center.

41. (Previously Presented) The telecommunications advertising system of claim 40, wherein the switching center comprises a router configured to route the incoming communication from the source to the destination, and wherein the processing means comprises part of the router.

42. (Previously Presented) The telecommunications advertising system of claim 40, wherein the advertising database comprises part of the switching center.

43. (Previously Presented) The telecommunications advertising system of claim 13, further comprising a database coupled with the processing means, the database configured to store the user preferences.

44. (Previously Presented) The telecommunications advertising system of claim 43, wherein the user preferences include the user's age.

45. (Previously Presented) The telecommunications advertising system of claim 43, wherein the user preferences include the user's salary.

46. (Previously Presented) The telecommunications advertising system of claim 43, wherein the user preferences include the user's marital status.

47. (Previously Presented) The telecommunications advertising system of claim 43, wherein the user preferences include the user's number of children.

48. (Previously Presented) The telecommunications advertising system of claim 43, wherein the user preferences include the user's buying preferences.

49. (Previously Presented) The telecommunications advertising system of claim 43, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

50. (Previously Presented) The telecommunications advertising system of claim 43, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

51-58. (Cancelled)

59. (Currently Amended) The telecommunications advertising system of claim ~~57~~13, further comprising a database coupled with the processor, the database configured to store the user preferences

60. (Previously Presented) The telecommunications advertising system of claim 59, wherein the user preferences include the user's age.

61. (Previously Presented) The telecommunications advertising system of claim 59, wherein the user preferences include the user's salary.

62. (Previously Presented) The telecommunications advertising system of claim 59, wherein the user preferences include the user's marital status.

63. (Previously Presented) The telecommunications advertising system of claim 59, wherein the user preferences include the user's number of children.

64. (Previously Presented) The telecommunications advertising system of claim 59, wherein the user preferences include the user's buying preferences.

65. (Previously Presented) The telecommunications advertising system of claim 59, wherein the processing means is further configured to allow the user to access the database and update their user preferences.

66. (Previously Presented) The telecommunications advertising system of claim 59, wherein the database is interfaced with the Internet, and wherein the user can access the database to update the user preferences via the Internet.

67-75. (Cancelled)

76. (Previously Presented) A telecommunications advertising system, comprising:  
an advertisement database that stores subscriber specific or third party advertisements;  
and

a processing means configured to selectively associate a plurality of short advertisements in the advertisement database with a source of the incoming communication and to cause the plurality of short advertisement associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

77. (Previously Presented) The system of claim 76, wherein the processing system is further configured to selectively associate the plurality of short advertisement in the advertisement database with a source of the incoming communication based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography.

78. (Previously Presented) The telecommunications advertising means of claim 76, wherein the user preferences include the user's age.

79. (Previously Presented) The telecommunications advertising means of claim 76, wherein the user preferences include the user's salary.

80. (Previously Presented) The telecommunications advertising means of claim 76, wherein the user preferences include the user's marital status.

81. (Previously Presented) The telecommunications advertising means of claim 76, wherein the user preferences include the user's number of children.

82. (Previously Presented) The telecommunications advertising means of claim 76, wherein the user preferences include the user's buying preferences.

83. (Previously Presented) A telecommunications advertising system, comprising:  
an advertisement database that stores subscriber specific or third party advertisements;  
and

a processing means configured to selectively associated, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, a plurality of short

advertisements in the advertisement database with a source of an incoming communication and to cause the plurality of short advertisements associated with the source to replace the rings of a ringback signal that would normally be routed to the source.

84. (Previously Presented) The telecommunications advertising system of claim 13, wherein the at least one advertisement associated with the source is less than 1 second long.